



# Feature Briefs

Sep 2020 Issue

Feature submission deadline: 17/08/20

## Dairy & Dairy Alternatives

- ▶ How big is the dairy and dairy alternatives market?
- ▶ What products sell best and at what time of the day?
- ▶ What products can they be paired with to increase sales?
- ▶ What can be done to attract customers concerned about healthy eating/with intolerances?
- ▶ What one tip would you offer on maximising sales of dairy and dairy alternatives?

## Gluten & Allergen Free

- ▶ How big is the market for gluten- and allergen-free products?
- ▶ What are the advantages of these products?
- ▶ Do they now taste as good as the products they are 'replacing'?
- ▶ What products are typically made in gluten- and allergen-free versions?
- ▶ What one tip would you offer on getting your sales of gluten- and allergen-free products right?

## Ice Creams & Desserts

- ▶ How big is the ice cream and desserts market in this country?
- ▶ What products sell particularly well?
- ▶ How much of a difference do the seasons make?
- ▶ What healthier options are available?
- ▶ What different markets are there for these products – ages groups, male/female, etc?
- ▶ Are there particular locations that ice cream and desserts sell better in?
- ▶ What tip would you give for increasing revenue through ice cream and dessert sales?

## Ovens & Microwaves

- ▶ What types of ovens and microwaves are available?
- ▶ What should caterers consider before buying new equipment?
- ▶ What models are more suited to smaller outlets?
- ▶ Are there any environmental considerations?
- ▶ What features are most useful?
- ▶ What one tip would you offer on getting the best from your oven or microwave?

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**Oct 2020 Issue**

**Feature submission deadline: 26/08/20**

## **Packaging & Disposables**

- ▶ What packaging and disposable products sell best?
- ▶ What are the most popular types of packaging?
- ▶ What are the advantages of using disposable products?
- ▶ Under what circumstances are disposable products most useful?
- ▶ What are the most ethical/green types of packaging and disposables?
- ▶ What one tip would you give for getting the most from packaging and disposables?

## **Warewashing**

- ▶ What type of warewashing equipment is available?
- ▶ What should caterers consider before buying new equipment?
- ▶ What are the essential items of warewashing equipment?
- ▶ What's better value for money, a machine or a pot washer?
- ▶ Do certain types/models of equipment use less energy than others?
- ▶ How much training is involved when operating warewashing equipment?
- ▶ What one tip would you offer someone who is buying/using a warewasher?

## **Tea & Coffee**

- ▶ How big is the tea and coffee market in the UK?
- ▶ What are the most popular teas and coffees?
- ▶ What trends are emerging in the tea and coffee markets?
- ▶ What opportunities are there for cross-selling other products with teas and coffees?
- ▶ What one tip would you offer on maximising sales of teas and coffees?

## **Breads & Ingredients**

- ▶ How big is the bread and ingredients market?
- ▶ What products are most popular?
- ▶ What products are best - pre-bought, bake-off or freshly made ones?
- ▶ What healthier options are available?
- ▶ How is the market evolving?
- ▶ What tip would you give for increasing revenue through breads and ingredients?

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# Ooh.. **Feature Briefs**

**Nov 2020 Issue**

**Feature submission deadline: 29/09/20**

## **Sandwiches & Wraps**

- ▶ How big is the sandwiches and wraps market?
- ▶ What are the most popular flavours?
- ▶ Should caterers make them fresh, or should they buy in?
- ▶ How important is it to stock well-known brands and why?
- ▶ What healthy options are available?
- ▶ How can freshness be maintained?
- ▶ What one tip would you offer on getting your provision of sandwiches and wraps right?

## **Soft Drinks, Juices, Smoothies & Water**

- ▶ How important is it for caterers to stock these drinks?
- ▶ How popular are they?
- ▶ Out of the four, which is the most vital to stock?
- ▶ Do the health benefits of juices, smoothies and water help sales over soft drinks?
- ▶ How can caterers promote and sell the drinks they have on offer?
- ▶ Should caterers buy in, or make their drinks from fresh?
- ▶ What one tip would you offer on getting your provision of these drinks right?

## **Takeaway & QSR**

- ▶ How big is the takeaway and QSR market?
- ▶ What products sell well in the takeaway and QSR market?
- ▶ What products are suitable for being served up quickly?
- ▶ How is the rise in healthy foods effecting the takeaway and QSR market?
- ▶ How is the market evolving? Are more cosmopolitan foods having an influence?
- ▶ What one tip would you offer on maximising sales of takeaway and QSR foods?

## **Bakery Products**

- ▶ How big is the bakery products market?
- ▶ What profits can be made from bakery products?
- ▶ What are the most popular foods in baking?
- ▶ What healthy options are available?
- ▶ What are the advantages of baking freshly made goods?
- ▶ How enjoyable are the finished results compared to pre-bought baked/baked off goods?
- ▶ What one tip would you offer on getting your provision of bakery products right?

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**Dec 2020 Issue**

**Feature submission deadline: 28/10/20**

## **Grab & Go**

- ▶ How big is the grab and go market?
- ▶ Why is grab and go becoming so popular?
- ▶ What products work best as a grab and go?
- ▶ At what time/s of day are grab and go items most popular?
- ▶ How can these products be presented to make them as easy to purchase as possible?
- ▶ What one tip would you offer on getting your grab and go offer right?

## **Morning Goods**

- ▶ How big is the morning goods (muffins, pastries, etc) market?
- ▶ How is the trend for healthier eating affecting sales?
- ▶ How can sales be increased?
- ▶ Do these products have to be made from scratch, or are bake-off and the like viable alternatives?
- ▶ What one tip would you give on getting your sale of morning goods right?

## **Pies & Pasties**

- ▶ How big is the pies and pasties market?
- ▶ How important are these products to the out of home market?
- ▶ Has the rise in healthy eating affected sales?
- ▶ What is the secret to a good pie or pasty?
- ▶ What products can they be cross-sold with?
- ▶ What one tip would you offer on increasing your sales or pies and pasties?

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